



PARTNERSHIP PROSPECTUS

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www.GlobalFleetConference.com

WHERE
THE
GLOBAL
FLEET
COMMUNITY
CONNECTS

JUNE 5-6, 2019

DEEP DIVE BEGINS JUNE 4

**HILTON MIAMI DOWNTOWN
MIAMI, FL**

Put your brand in front of managers from the world's largest multi-national commercial fleets who have global and/or regional fleet responsibilities for dedicated training, networking and education.

GLOBAL FLEET CONFERENCE



The publishers of **Automotive Fleet**, located in the **United States**, and **Fleet Europe**, located in **Belgium** have partnered to bring you **Global Fleet Conference**, now in its seventh year. The conference is designed exclusively for managers of the world's largest multinational commercial fleets. Alternating locations between Europe and the U.S. each year, over 300 participants from all over the world attend to examine the latest thinking in global fleet management. Global Fleet Conference presents a unique opportunity to position your brand in front of a targeted, multi-national audience in an upscale environment.

PAST LOCATIONS INCLUDED

2018 - Rome, Italy
2017 - Miami, Florida
2016 - Brussels, Belgium
2015 - Miami, Florida
2014 - Brussels, Belgium
2013 - Phoenix, Arizona

Recent participants represented 35 countries

Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Columbia, Denmark, Dubai/UAE, Finland, France, Germany, Guatemala, Hungary, India, Ireland, Israel, Italy, Japan, Korea, Mexico, Netherlands, Peru, Poland, Russia, Serbia, South Africa, Spain, Sweden, Switzerland, Turkey, Uruguay, United Kingdom, United States

Partner Stats*

88%

Would partner again

85%

Were satisfied with the quality of attendees

90%

Were satisfied with the networking opportunities

*Source: 2017 Post-event feedback survey

"I found the Conference to be valuable and value added. The balance of OEMs, service providers and end users was good. We felt that the sessions were well moderated and generally insightful and interesting. We are very much looking forward to participating in next year's Conference and would like to thank you and your team for your hospitality."

—JAGUAR LAND ROVER,
UK

"I thought the Conference was setup nicely to include both suppliers and fleet personnel. There was certainly plenty of topics covered, networking opportunities and a chance to hear some good interaction amongst attendees."

—LEASEPLAN, USA

GLOBAL FLEET CONFERENCE



Take advantage of Global Fleet Conference's customizable partnership opportunities designed to elevate your company's branding message. Choose from two levels that provide a high degree of visibility to our audience of Global and Regional Fleet Managers before, during and after the conference.

PLATINUM PARTNERSHIP \$11,000

The Platinum Partnership provides your company with the highest level of visibility and recognition. Brand exposure at this level includes your logo and 100-word company description featured in the sponsor section of the Global Fleet Conference website. Your logo will also appear in all pre- and post-conference promotional pieces.

Your company will also enjoy these exclusive benefits:

- ★ An attendee bag insert- promotional item or literature (sponsor provided)
- ★ Enhanced company listing in the Official Show Mobile App
- ★ Eight full conference passes to use for staff or clients
- ★ Your company logo on all on-site sponsor signage
- ★ Pre- or post-conference ePromo to all registered attendees
- ★ Article and advertisement in Global Fleet Conference digital magazine
- ★ Spotlight article in Global Fleet eNewsletter
- ★ A social media post

Your exposure continues after the conference. Platinum Partners will receive an attendee roster that includes the name, company, city and state of all registered attendees. Additionally, you will continue to receive website exposure for up to four months after the conference.

PLATINUM PARTNERSHIP ENHANCEMENTS

In addition to all of the benefits of the Platinum Partnership, you can select an enhancement to maximize your brand exposure during the conference. You may select to receive logo recognition on signage at a breakfast, lunch or break. Prefer to get noticed at a session? You can have your name and logo featured on the big screen! Additionally, your logo will appear wherever your enhancement is listed including the Global Fleet Conference website and the Official Conference Guide. Your sales consultant will work with you to build the perfect Partnership Package to best fit your company's goals.

Choose one of the following enhancements:

- ★ **Breakfast (2 available)**
- ★ **Lunch (2 available)**
- ★ **Networking Refreshment Break (4 available)**
- ★ **Opening Keynote (1 available)**
- ★ **Exclusive Title Sponsorship of Event Mobile App**



GLOBAL FLEET DEEP DIVE PLATINUM SPONSORSHIP ADD-ON*

An exclusive opportunity for Platinum Sponsors

About the Deep Dive

Subject-specific tracks will be offered to attendees on Tuesday, June 4, 2019 from 12:30pm - 5:30pm.

Tracks include Safety, Technology, Complex Fleets and Mobility, plus a networking break.

Sponsors can choose one track and each track can accommodate up to four sponsors each.

Sponsorship Includes:

- ★ Your company logo to appear on the
 - ☆ website schedule
 - ☆ onsite signage
 - ☆ podium sign
- ★ Collaborative input in the subject matter for one session of your sponsored track
- ★ Basic Audio/Visual Package (laptop, screen, drape, projector)
- ★ Sponsor recognition for the mid-afternoon community refreshment break
- ★ Four fleet conference passes to distribute at your discretion (in addition to the eight included with the Platinum Sponsorship)

Deep Dive Cost: \$9,000

*Must be in addition to Platinum Sponsor level commitment of \$11,000

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BROUGHT TO YOU BY



WORKTRUCK



GOLD PARTNERSHIP \$6,000

The Gold Partnership is an effortless and cost-effective avenue to reach attendees and receive recognition throughout the conference. Brand exposure at this level includes your company logo and 50-word company description featured in the sponsor section of the Global Fleet Conference website. Your logo will appear on all pre- and post-conference promotional pieces.

Your company will also enjoy these great benefits:

- ★Enhanced company listing in the Official Show Mobile App
- ★Four full conference passes to use for staff or clients
- ★Logo recognition on all on-site Sponsor Signage
- ★Spotlight article in Global Fleet eNewsletter

Your exposure continues after the conference. Your logo will remain on GlobalFleetConference.com for up to four months after the conference.

GOLD PARTNERSHIP ENHANCEMENTS

In addition to all of the benefits of the Gold Partnership, you can select one of the following enhancements:

- ★A dedicated meter panel in a prominent on-site location (4 available)
- ★Banner ad on the inside pages of the Global Fleet Conference website for three months prior to the conference (300x250pixels)
- ★Pre- or post-conference ePromo to all registered attendees
- ★Attendee bag insert- promotional item or literature (sponsor provided) (5 available)

A LA CARTE ITEMS

Power up your Platinum or Gold Partnership with one or more of these highly visible and sought after sponsorship opportunities.

ATTENDEE BAGS - \$3,000

Given to every attendee, the show bag is a great opportunity to increase your brand recognition. For two days, attendees will carry these walking advertisements for your company. Even better, the bags show up in pictures for exposure even after the event ends!

AUDIO RECORDINGS - \$3,500

Help attendees experience every session the conference has to offer. You'll have the opportunity to customize the post-show audio recording email to all conference attendees and receive recognition in the Special Features section of the Official Conference Guide.

CONFERENCE PENS - \$2,500

Attendees will need something to write with while they take notes at our high-impact sessions. These pens will be placed in the session room.

CONFERENCE NOTEPADS - \$2,500

They will also need something to write on! These notepads will be placed in the session room. Couple this with the conference pens!

WI-FI - PRICING UPON REQUEST

Essential to the attendee experience, help them get connected as the official Wi-Fi sponsor. You'll have the opportunity to customize an information card with Wi-Fi login details that every attendee receives at badge pick-up. We'll even use your company name and products as the user ID and password!

LANYARDS - \$3,000

Badge lanyards are an excellent way to "wrap" your brand around your target market. Given to every attendee to wear around their neck, the continued eye-level exposure won't be missed. Lanyards also appear in almost every picture; talk about value!

MOBILE APP (EXCLUSIVE) - \$7,000

Get interactive by bringing your message into the palm of their hands. The exclusive mobile app sponsorship includes rotating banner ads, accompanying full-screen app landing page, the secondary opening splash page and 3 push notifications. Your company logo will also be placed on signage and marketing materials promoting the app.

PODIUM SIGN SPONSOR - \$2,500

What better way to ensure visibility of your brand than to have your logo boldly appear on the podium signage in all breakout sessions and workshops?

POLLING TOOL - \$2,500

Have questions you eagerly want answered? By sponsoring the session polling feature you'll have the opportunity to ask those burning questions and get real time answers.

POWER STATION - \$1,000

Everyone needs a place to plug-in and recharge and you can keep conference attendees 100% all day long. You'll receive maximum brand exposure in the session rooms with your company logo lining the conference tables as the Official Power Sponsor. You'll receive additional exposure in the Special Features section of the Official Conference Guide.

REGISTRATION - \$3,000

As the exclusive registration sponsor, your logo is the FIRST company attendees see when they arrive at the show. Your logo is included on all conference badges and registration signage, as well as on-line attendee registration, and on-site registration forms.

WELCOME HAPPY HOUR \$10,000

Set the networking stage at the start of the event! Sponsorship of the Welcome Happy Hour offers an opportunity to be in front of attendees as they pick up their badge. This item includes acknowledgment on the website, in the official show program, sponsor logo placement on signage.

PREVIOUS PARTICIPATING COMPANIES

3M	Bridgestone Americas	ExxonMobil
Aarons	Bristol-Myers Squibb Company	ExxonMobil BSC Brasil
Abbott Laboratories	British American Tobacco	ExxonMobil Global Services Company
AbbVie	Brown-Forman	FCA US LLC
ABLA - Brazilian Car Rental Association	C&J Investment	FLD, Inc.
Accenture Procurement	Camara Argentina de Alquiladoras de Autos	Fleet Europe Magazine
ADESA	Casanova RENTING	Fleet Insurance Plus
ADP	CBRE, Inc.	Fleet Logistics International
AGCO Corporation	CCSD	Fleet Logistics Int'l NV
ALD Automotive	Chevin Fleet Solutions	FLEETCOR
ALD Automotive Brazil	Chrysler Group LLC	FleetLogik
ALD Automotive Limitada - Chile	CITIBANK Int'l Limited	Fleetmatics
ALD Automotive PERU S.A.	Corporation of the Presiding Bishop	Fleetvision
ALD Automotive SA	Cox Automotive	Flowserve
ALD Automotive SA de CV - Mexico	Cox Enterprises	FM Global
ALD Automotive SAS - Colombia	Crosspoint Kinetics	Ford Motor Company
ALD Automotive SAU - Espana	Crown Equipment Corporation	Ford Research
ALD International	CRSfleet	Gama Leasing
ALD/Société Générale	Daimler AG	GE Capital Fleet Services
AmeriFleet Transportation	Dataforce	GE Fleet Services
Anixter Inc.	Dataforce Verlagsgesellschaft für Business Informationen mbH	Genentech
ARI Fleet	Derive Systems	General Electric Co.
ARI Strategic Services Group	DHL Express (USA)	General Mills, Inc.
Arrend Leasing	Diamond Rent a Car	General Motors
Arval	Donlen	GENPACT
Athlon International B.V.	DriveTech International	Geotab Inc.
Audi of America, Inc.	DuPont	Global Fleet SafeDrive Alliance
Australasian Fleet Management Association	Eaton	Global Motors Mexico
Autocorp	Ecolab Inc.	Global NCAP
Automotive Fleet & Leasing Association (AFLA)	EDUCAM Group	GM Fleet and Commercial
Autorola, Inc.	Element Fleet Management	GM Hitachi Capital Automotive
AutoZone	Element-Arval Global Alliance - Argentina	Goodyear Tire & Rubber
Baker Hughes Inc.	Element-Arval Global Alliance - Europe	Grupo Bimbo
Barilla G.E.R. Fratelli S.P.A.	Element-Arval Global Alliance - LATAM	Grupo Cobra
Bayer AG	Element-Arval Global Alliance - Mexico	GSK
Bayer HealthCare	Element-Arval Global Alliance - US	GuardOne
Berendsen	Eli Lilly and Company	HAYMOZ Fleet Performance, Ltd.
Biogen	EMKAY	Hearst
BioMérieux	Eqstra Fleet Management	Hewlett Packard Italiana
BMW Financial Services	Ericsson	Hewlett-Packard
BMW Group	Euroit Technology	HPE
BMW of North America		Hyundai Motor America Inc.

“The Global Fleet Conference is always the best opportunity to improve your knowledge about the trends in the fleet management industry. This year’s presentations and business cases were very educational and applicable in the real world. Also, you can’t miss the networking opportunity GFC provides!”

—ABBVIE

“As a first time attendee, I found the experience and content incredible. That much information globally is hard to filter through and with the case studies and networking it was the perfect event.”

—BRIDGESTONE AMERICAS

Ingersoll Rand
 Innovation Group
 Intel Corporation
 inVentiv Health
 Isuzu Commercial Truck of America, Inc.
 ITW
 Jaguar Land Rover LTD.
 Jasper Engines & Transmissions
 JCI
 Jim Pattison Lease
 JLL
 Johnson & Johnson
 Johnson Controls, Inc.
 Jones Lang LaSalle
 Jose Luis Criado, Mobility
 Consultants
 Joy Global
 Kandeo Private Equity
 Konecranes, Inc.
 LabCorp
 Laboratory Corp. of America
 Lead Vision
 LeasePlan
 LeasePlan Canada
 LeasePlan Corporation N.V.
 LeasePlan International B.V.
 LeasePlan México
 LeasePlan Supply Services AG
 LeasePlan USA
 Lilly, S.A.
 Linde
 Localiza Fleet Solutions
 Manheim
 Mareauto S.A.
 Mary Kay
 Mazda Motor America Inc.
 Mazda North American Ops.
 McDonalds
 Medtronic
 Mercedes-Benz USA
 Mercedes-Benz Commercial Vans
 Merck
 Merck, Sharp & Dohme
 Mercury Associated, Inc.
 Michelin North America
 Microsoft Deutschland GmbH

Mitsubishi Corporation
 MiX Telematics
 Motorola Solutions, Inc.
 Motus
 Multileasing Limited
 National Oilwell Varco
 Navisaf
 NCR
 Nestle Business Services - North America
 Nestle SA
 Nestlé USA
 Network of Employers for Traffic Safety
 (NETS)
 Nexus Communication
 Nissan Motor Co., Ltd
 Nissan North America
 Octo Telematics SPA
 ORIX Australia Corporation Limited
 PARS, Inc.
 Patsy F. Brownson
 PepsiCo, Inc.
 Pfizer Inc
 PHH Arval
 Philips
 Philips Electronics North America
 PPG Industries, Inc.
 Ranger Design
 Renting Columbia
 RJ Corman Railroad Group, LLC
 RMA Group
 RMS Automotive
 Roche Diagnostics
 Sanofi
 SAP
 SC Johnson
 SEPA Consultores SAS
 SGS Testcom
 Shell Corporation
 Siemens AG
 Sixt
 Sofico NV
 SQ Advisors
 STERIS Corporation
 Sumitomo Corporation
 Sumitomo Mitsui Auto Service Company, Ltd.
 Takeda Pharm. America, Inc.

Tata Consultancy Services Limited
 TCOPLus
 TecAlliance GmbH
 Tesla Inc.
 Tesla Motors
 Teva Pharm. Ind. LTD
 Teva Pharmaceuticals
 The Coca-Cola Company
 The Horton Group
 The Knapheide Manufacturing Company
 The Miles Consultancy Ltd
 The Sherwin-Williams Co.
 The Travelers Companies, Inc.
 Three Keys Capital
 ThyssenKrupp Elevator
 TIP Mexico
 Total Fleet - Localiza
 Toyota Motor Sales
 Traxall Int'l Limited
 Tupperware Brands Corp.
 Tyco International
 Unilever
 United Parcel Service
 United Technologies
 Uniting Communities
 UTC Climate, Controls & Security
 Valeo Service
 Valspar
 Verizon Telematics
 Vertex
 Volkswagen Aktiengesellschaft
 VOLKSWAGEN Group Fleet
 International
 Volkswagen of America, Inc.
 Volkswagen AG
 Volvo Car Corporation
 vRide
 Weatherford
 Wells Fargo Securities, LLC
 WEX
 Wheels, Inc
 Workflow Partners, Inc
 World Fuel Services
 World Vision International
 Xylem

“The Global Fleet Conference has again shown its value to us as the summit to meet and network with fleet professionals and suppliers from across the globe. Athlon is proud to be a sponsor of this event and looks forward to next year.”

—ATHLON
INTERNATIONAL

“The conference provided an effective forum to hear the perspectives of global leaders in the fleet industry. It was the right balance for both educational and social engagement. Shell Fleet Navigator was proud to sponsor such a terrific conference.”

—SHELL OIL PRODUCTS